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THE MARKET NEWS SERVICE ON FRUITS, VEGETABLES AND ORNAMENTAL CROPS

U.S. DEPARTMENT OF AGRICULTURE
MARKETING BULLETIN NO. 54

THE MARKET NEWS SERVICE on FRUITS, VEGETABLES and ORNAMENTAL CROPS

What is Market News?

Market news is simply an exchange of information between growers, shippers, wholesalers, and others on supplies, demand, and prices.

This information is gathered by skilled market reporters employed by the U.S. Department of Agriculture together with State agencies. It is flashed throughout the Nation, and is quickly released through telephone recorders, newspapers, radio, television, and in printed reports.

The market news service is part of USDA's Consumer and Marketing Service.

What it Means to You

Market news reporters serve as the eyes and ears of the produce industry. Their reports can help you make your marketing decisions.

Market news tells you about supplies — one of the main things that affects the price you get or the price you pay. The reports also describe the demand for your produce or ornamental crops and tell you what prices are being paid at various market places. They can help you decide whether your prices are right.

Kinds of Market News Reports

Terminal market reports on fruits and vegetables are issued from 24 of the largest cities. The reports show both rail and truck receipts in each of these big-city areas. Prices reported in terminal markets are those received by wholesalers for sales of less than a carload or truckload. Sales of full carloads also are reported wherever they are important.

Ornamental crops reports are issued at San Francisco, Chicago, Dallas, Boston, and Minneapolis. Prices reported are wholesale prices paid first receivers per unit (per bunch, flower, dozen, etc.). No reports currently are made on volume of arrivals of ornamental crops at terminal markets.

Shipping point reports are issued for the major growing areas for fruits and vegetables. These reports show both rail and truck shipments. Prices are reported by method of sale and show what the grower or shipper receives for the produce in carload or truckload quantities, including mixed loads.

For ornamental crops, shipping point reports are issued for southern and central coast production areas in California and the principal production areas in Florida. Prices are reported by method of sale and show what prices the grower or shipper receives per unit. No reports currently are made on shipments of ornamental crops from production areas, except for weekly reports on Florida shipments of gladioli and chrysanthemums. Data on volume of imports of flowers are collected at selected markets and released weekly from Washington. This information is included in shipping point and terminal market reports.

A marketing summary or review is prepared after the shipping season for each shipping point production area. These summaries include data on production, supply, prices at both shipping point and selected terminal markets, and related information. A summary of fruit and vegetable prices is published annually for each terminal market. These annual summaries show prices for the most representative trading day, by weeks, in each city. Major commodities are reported by grade, container, and State of origin.

The report *National Shipping Point Trends* for fruits and vegetables is mailed each Wednesday from Philadelphia, Kansas City, Los Angeles, Denver, and Yakima. This weekly report gives background information at the various shipping points on such things as shipments, prices, trading during the past week, crop conditions, harvesting progress, and outlook for the next few days.

A similar report *National Marketing Trends for Ornamental Crops* is published each Friday at San Francisco. In addition to the kinds of information described above for the *National Shipping Point Trends,* this report includes observations of reporters covering terminal wholesale flower markets.

Reports issued from Washington, D.C. include weekly and annual transportation reports (rail and truck movement for fruit and vegetable commodities), an annual summary of average monthly produce prices in principal areas, a national honey report issued monthly, and a peanut market report issued weekly.

How To Get Market News Reports

Detailed market news reports are mailed free on request from terminal and shipping point market news offices, as well as from Washington, D.C. Select the reports you need from the list on pages 6 through 12, and write to the offices that issue them asking to be put on the mailing list. A post card will do.

State how frequently reports are needed. You can get, for example, Monday, Wednesday, and Friday reports; Monday reports only; or daily reports for the week mailed on Friday.

Telephone recorders at many locations provide up-to-the-minute market reports 24 hours each day.

Many newspapers, several hundred radio stations, and some TV stations carry market news information received from the Federal-State Market News Service. Check with the newspapers and broadcasting stations in your area for local information.

Understanding the Market Reports

The price ranges shown in market reports generally cover the high and low prices on fruits and vegetables or ornamental crops of good quality and condition. Stock of exceptionally fine quality, or of poorer than usual quality, is covered by quotations outside the principal price range, and is appropriately described.

To use market news reports, the reader must recognize the effect of variety, grade, size, quality, and condition on price.

DEMAND means to want a commodity and be able and willing to pay for it. Terms that go with demand are:

exceeds supply—when buyers cannot buy enough to fill orders.

very good—when buyers are rapidly absorbing supplies and trading is active.

good—when buyers show confidence in the market and they are buying readily.

improving—when buyers have more confidence in the market than the previous day.

moderate or fairly good—when normal trading activity prevails.

fair—when trading is less active than normal and buyers lack confidence in the market.

slow—when trading is lagging, buyers are shopping around, and supplies are readily available or beginning to become burdensome.

light—when few buyers are around and the volume of business is small.

practically no demand—when buyers show very little interest and there are few or no sales being made.

MARKET means the opinions of buyers and sellers regarding prices which have resulted in sales. The following descriptive terms may be modified by such words as slightly, about, barely, very. The market is described, in comparison with the previous day, as:

strong—when there is an upward trend with bullish sentiment that anticipates further advances.

stronger—when there are actual and general price advances.

firm—when sellers show increasing confidence, prices are holding at the level of the day before or are a shade higher.

steady—when there are no appreciable price changes or trends in either direction and no definite sentiment toward immediate market changes.

dull—when there is relative market inactivity but no definite tendency toward market changes.

unsettled—when there is uncertainty with a lack of agreement by the trade on whether there is a stronger or weaker tendency to the market or when there is a waiting attitude pending the outcome of factors which might affect the market, such as storm damage or labor troubles.

weaker—when there are actual and general price declines.

weak—when there is a downward trend, with market sentiment that anticipates lower prices.

demoralized—when the market is oversupplied and sales cannot be made except at very low prices.

QUALITY refers to the physical properties affecting market value, such as color, shape, texture, cleanness, and freedom from defects.

CONDITION refers to factors which may change with time, such as maturity, decay, freezing injury, shriveling, and flabbiness.

QUALITY AND CONDITION are described by the terms:

fine—superior in appearance, color, and other quality factors; better than good.

good—stock which has a high degree of merchantability and a small percentage of defects.

fair—having a somewhat higher percentage of defects than good or a condition which warrants a price reduction when compared to good.

ordinary—a fairly high percentage of defects or a heavy degree of off-condition.

poor—having such a heavy percentage of defects or so badly off-condition that it is salable only to buyers interested chiefly in low prices.

For any questions on market news reports, call your local reporters listed in the U.S. Government or State Government section of the telephone directory.

Where to Write for Terminal Market Reports on Fruits and Vegetables or Ornamental Crops

* Indicates separate seasonal shipping point or ornamental crops reports in addition to the regular daily terminal market reports. All reports issued daily unless otherwise stated.

ATLANTA, GEORGIA
(Forest Park, Georgia 30050)
203 Administration Building

BALTIMORE, MARYLAND 21202
501 Appraisers' Stores Building

BIRMINGHAM, ALABAMA 35203
1308 First Avenue North
* Potato report, Southern Alabama and Sand Mountain Areas (Included in daily report) June-July
* Pecan report, Southeast States—Tuesday & Thursday November-December

BOSTON, MASSACHUSETTS
(Everett, Massachusetts 02149)
Boston Terminal Market, Room 10
34 Market Street
* Cranberry report, Massachusetts—Monday September-December

* Ornamental Corps, Wholesale Market—
  Monday, Wednesday, Friday

CHICAGO, ILLINOIS 60607
1060 U.S. Custom House
* Ornamental Corps Wholesale Market—
  Monday, Wednesday, Friday

CINCINNATI, OHIO 45202
304 Federal Office Building
550 Main Street

CLEVELAND, OHIO 44115
Unit No. 1 UP
Northern Ohio Food Terminal
4000 Orange Avenue
* Greenhouse report, nearby area
  (Included in daily report) In Season

DALLAS, TEXAS 75201
910 South Pearl Expressway
Room 219
* Ornamental Corps, Dallas-Ft. Worth Wholesale
  Market—Monday, Wednesday, Friday

DENVER, COLORADO 80202
387 U.S. Custom House
19th & Stout Streets
* Lettuce report, San Luis Valley July-October
* Peach report, Western slope
  (press only) August-September
* Potato & Onion report, all Colorado
  production areas July-April
* Fruit & Vegetable Shipping Point Trends
  Report—Wednesday

DETROIT, MICHIGAN 48209
Detroit Union Produce Terminal Room 53
7201 West Fort Street

HONOLULU, HAWAII 96814
1428 South King Street
* Ornamental Corps Wholesale Market—Friday

KANSAS CITY, MISSOURI 64106
120 U.S. Court House
* Weekly Shipping Point Trends Report—Wednesday

LOS ANGELES, CALIFORNIA 90021
300 Wholesale Terminal Building
784 South Central Avenue
* Weekly Avocado & Lime—Wednesday
* Citrus
* Citrus Utilization—Monday, biweekly
* Shipment and F.O.B.
  (Includes various commodities according
  to season)
* Fruit and Vegetable Shipping Point Trends—
  Wednesday

LOUISVILLE, KENTUCKY 40218
1 Produce Terminal, Bishop Lane

MINNEAPOLIS, MINNESOTA 55401
425 Federal Building
* Vegetable-Potato report, Anoka County—Osseo—
  Big Lake (included in daily report) July-October
* Ornamental Crops Wholesale Market—
  Tuesday & Thursday

NEW ORLEANS, LOUISIANA 70113
T-5031 Federal Building

NEW YORK CITY
(Bronx, New York 10474)
Room 4A
Hunts Point Terminal Market

PHILADELPHIA, PENNSYLVANIA 19148
Room 217 Produce Building
3301 South Galloway Street
* Shipping Point reports, Eastern Pennsylvania (Miscellaneous commodities) April-November
* Potato report, Eastern Pennsylvania & Delaware August-March
* Fruit and Vegetable Shipping Point Trends—Wednesday

PITTSBURGH, PENNSYLVANIA 15222
832-A Federal Building

PORTLAND, OREGON 97205
312 U.S. Court House

ST. LOUIS, MISSOURI 63102
210 N. 12th Street, Room 476

SAN FRANCISCO, CALIFORNIA 94111
727 U.S. Appraisers' Building
* Cold Storage report—Semimonthly
* Strawberry report, all California March-November
* Fruit report, Central California—Thursday
* Wine reports, All California—Thursday
* Ornamental Corps—Wholesale Market and California Production areas—Monday, Wednesday, Friday
* Ornamental Corps National Market Trends—Friday

SEATTLE, WASHINGTON 98104
2132 Federal Office Building
* Special Berry Report, Washington & Oregon—Wednesday July-November

WASHINGTON, D.C. 20250
South Agriculture Building, Room 2519
* Maryland & Delaware Farmers' Market Auctions (Included in daily reports)
Cantaloups, Cucumber, Watermelon

Where to Write for Shipping Point Reports

Federal-State Market News offices are operated cooperatively at shipping point during the active marketing season. Reports may be obtained by addressing Federal-State Market News Service at the specified point during the indicated season of operation.

* Staffed with State reporter.
\# Office open year round.

ARIZONA
Phoenix, Arizona 85017
2720 West Weldon Avenue
vegetables, melons, grapes

Nogales, Arizona 85621
Post Office Box 2292
vegetables, melons December-June

Yuma, Arizona 85364
First Federal Building, Room 228
350 West 16th Street
vegetables, melons — November-July

ARKANSAS
Little Rock, Arkansas 72203
Post Office Box 391
strawberries, peaches

CALIFORNIA
* Bakersfield, California 93305
520 Kentucky Street, Room 8
potatoes, fruits, melons

* Blythe, California 92225
Drawer AT U.S. Post Office Building
lettuce — November-April

* El Centro, California 92243
15 Produce Exchange Building
395 Broadway
Post Office Box 675
vegetables, melons

* Fresno, California 93721
3075 California State Office Building
2550 Maripose Street
fruits, vegetables, melons

* Indio, California 92201
Office space assigned seasonally.
grapes — May-July

* Sacramento, California 95814
216 Agriculture Building
1220 N Street
miscellaneous fruits, vegetables

* Salinas, California 93901
21 West Laurel Drive—Suite U
vegetables

* Santa Maria, California 93454
317 A North Lincoln Street
vegetables — May-October

* Stockton, California 95203
Suite D, Skol Building
2321 West Washington Street
vegetables

FLORIDA
Belle Glade, Florida 33430
Post Office Box 310
leafy vegetables, sweet corn, strawberries — October-June

Florida City, Florida 33030
Post Office Box 3257
tomatoes, early potatoes, subtropical fruits, and vegetables

Hastings, Florida 32045
Office space assigned seasonally.
potatoes — April-May

Lakeland, Florida 33802
Post Office Box 69
citrus, watermelons — September-June

* Orlando, Florida 32814
Post Office Box 20273
ornamental crops—Monday, Wednesday, Friday
Florida Fresh and Vegetable Shipment
Report—Wednesday

Pompano Beach, Florida 33061
Post Office Box 1962
tender vegetables
(beans, cucumbers, etc.) November-May

Sanford, Florida 32771
Post Office Box 1896
vegetables December-June

GEORGIA
Macon, Georgia 31202
714 Grand Building
peaches June-July

Thomasville, Georgia 31792
Post Office Box 86
watermelons June-July

IDAHO
Idaho Falls, Idaho 83401
Post Office Box 166
potatoes, onions September-April

Payette, Idaho 83661
Office space assigned seasonally.
potatoes, prunes, onions July-September

LOUISIANA
* Baton Rouge, Louisiana 70804
Room 13, State Capitol Building
Post Office Box 44357
fruits, sweetpotatoes, vegetables, pecans

* Hammond, Louisiana 70401
Post Office Box 1256
strawberries March-May

MAINE
Presque Isle, Maine 04769
Post Office Box 725
potatoes September-June

MICHIGAN
Benton Harbor, Michigan 49022
Post Office Box 1204
fruits, vegetables

NEW JERSEY
* Bridgeton, New Jersey 08302
Post Office Box 345
fruits, vegetables

NEW MEXICO
Las Cruces, New Mexico 88001
Office space assigned seasonally.
lettuce, onions May-June
lettuce October-November

NEW YORK
Riverhead, L. I., New York 11901
Sigal Building Room 106
127 East Main Street
potatoes, cauliflower July-March

* Rochester, New York 14623
120 Administration Building
900 Jefferson Road
fruits, vegetables — August-May

NORTH CAROLINA
* Asheville, North Carolina 28807
302 Court House Building
Post Office Box 7033
apples, vegetables — July-December

Elizabeth City, North Carolina 27909
Office space assigned seasonally.
potatoes — June-July

* Raleigh, North Carolina 27602
301 State Agricultural Building
Post Office Box 27647
sweetpotatoes

OREGON
Merrill, Oregon 97633
Post Office Box 368
potatoes — October-April

SOUTH CAROLINA
* Columbia, South Carolina 29201
Post Office Box 13403
State Farmers' Market
vegetables, watermelons

Spartanburg, South Carolina 29301
Office space assigned seasonally.
peaches — June-July

TEXAS
* Austin, Texas 78711
P.O. Box 12847
Capitol Station
Cook Paint Building, 1501 Lavaca
watermelons, pecans

Hereford, Texas 79045
116 Twenty-Five Mile Avenue
vegetables — July-October

Weslaco, Texas 78596
Post Office Box 13
citrus, vegetables, melons — October-June

VIRGINIA
* Onley, Virginia 23418
Virginia Department of Agriculture
Post Office Box 26
strawberries, potatoes, vegetables — May-July

* Windsor, Virginia 23487
Post Office Box 345
watermelons — July-August

WEST VIRGINIA
Martinsburg, West Virginia 25401
Post Office Box 1112
peaches, apples — August-April

WISCONSIN
Madison, Wisconsin 53713
801 West Badger Road
potatoes — August-April

WASHINGTON
Yakima, Washington 98901
235 Liberty Building
fruits, vegetables (in season)
Weekly Shipping Point Trends—Wednesday

Washington, D.C. Reports Available

The U.S. Department of Agriculture, Consumer and Marketing Service, Fruit and Vegetable Division, Market News Branch has many reports available free of charge. For the following available reports write USDA, Washington, D.C. 20250.

WEEKLY

Weekly Summary of Fruit and Vegetable Shipments-Unloads (Wednesday) Peanut Market News (Wednesday)

MONTHLY

Honey Market News

ANNUAL

Fresh Fruit and Vegetable Unloads in Eastern Cities by Commodities, States, and Months (C&MS 3) (March)

Fresh Fruit and Vegetable Unloads in Western Cities by Commodities, States, and Months (C&MS 4) (March)

Fresh Fruit and Vegetable Unloads in Midwestern Cities by Commodities, States, and Months (C&MS 5) (March)

Fresh Fruit and Vegetable Unloads in Southern Cities by Commodities, States, and Months (C&MS 6) (March)

Fresh Fruit and Vegetable Unload Totals in 41 Cities (C&MS 7) (March)

Fresh Fruit and Vegetable Shipments by Commodities, States, Counties, Stations (C&MS 13) (May)

Fresh Fruit and Vegetable Shipments by Commodities, States, and Month (C&MS 14) (May)

Summary of Wholesale Prices of Fresh Friuts and Vegetables at New York City and Chicago and F.O.B. Prices in Representative Shipping District (May)

U.S. Department of Agriculture
Consumer and Marketing Service
Washington, D.C. 20250

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